

Message Text

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PAGE 01 TEL AV 02763 201051Z
ACTION COME-00

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R 200819Z APR 77
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AMEMBASSY TRIPOLI
AMEMBASSY TUNIS

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E.O. 11652: N/A
TAGS: BEXP, IS
SUBJECT:FY-79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE - ISRAEL

REF: (A) STAE 081091; (B) TEL AVIV A-68

POST RECOMMENDS FOLLOWING TRADE PROMOTION EVENTS FOR FY-79:

1. FOOD PROCESSING AND PACKAGING EQUIPMEN/AGRIBUSINESS EQUIPMENT

A) RATIONALE: AGRICULTURE HAS LONG BEEN REGARDED AS ISRAEL'S
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MOST STABLE EXPORT BRANCH IN TERMS OF GROWTH. SINCE 1974
APPROXIMATELY \$132 MILLION HAS BEEN INVESTED IN ISRAEL'S FOOD
INDUSTRY TO INCREASE OUTPUT AND SOLVE ECOLOGICAL PROBLEMS.
CONTINUING THIS TREND, THE GOI NATIONAL BUDGET FOR FY 1977
CALLS FOR AN INVESTMENT OF IL 1.6BILLION IN AGRICULTURE AS
AGAINST IL 1.2 BILLION IN 1976. ONE REASON FOR THE EMPHASIS
ON THIS SECTOR IS THE EEC/ISRAEL AGREEMENT WHICH GIVES

ISRAEL'S MANUFACTURED AND PROCESSED FOOD PRODUCTS DUTY-FREE ACCESS TO COMMON MARKET COUNTRIES. SALES OPPORTUNITIES FOR U.S. PRODUCTS ARE EXPECTED TO INCREASE AS PLANT FACILITIES ARE UPGRADED IN ORDER TO MEET GROWING EXPORT DEMANDS.

B) CATALOG SHOW

C) NOVEMBER 1978 - NO LOCAL HOLIDAYS OCCUR IN THIS MONTH.

D) 1974 FOOD PROCESSING AND PACKAGING (FPP) MARKET SURVEY NEEDS UPDATING. USDOC 17660 OF OCTOBER 13, 1976 INDICATED THAT NEW SPECIFICATIONS FOR FPP MAY BECOME AVAILABLE 3RD QUARTER OF FY '77 AND SUCH A STUDY MIGHT THEN BE CONTRACTED.

2. PROCESS CONTROL INSTRUMENTATION

A) RATIONALE: ISRAEL'S IMPORTS OF PCI EQUIPMENT TOTAL ABOUT \$30 MILLION ANNUALLY AND ARE EXPECTED TO INCREASE SUBSTANTIALLY WITHIN THE NEXT FEW YEARS. THE U.S. IS THE MAIN SOURCE OF SUPPLY. HOWEVER, WESTERN EUROPEAN PRODUCTS ARE GAINING GROUND BECAUSE OF LOWER PRICES AND IMPROVED QUALITY AND SERVICE. A SPECIAL EFFORT IS NEEDED TO MAINTAIN THE U.S. POSITION IN THIS RAPIDLY GROWING MARKET.

B) SHOW & SELL AND/OR MINI TRADE CENTER SHOW.

C) FEBRUARY 1979. NO LOCAL HOLIDAY TO HAMPER PROMOTION IN FEBRUARY AND IT IS EARLY ENOUGH TO PREVENT INTERFERENCE WITH UNCLASSIFIED

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POST'S PREPARATIONS FOR TECHNOLOGY '79.

D) EMBASSY PERFORMED MARKET STUDY ON PROCESS CONTROL INSTRUMENTATION. (SEE TEL AVIV A-53 DATED MARCH 22, 1974). AN UPDATE COULD BE PERFORMED BY POST.

3. ELECTRONICS INDUSTRY PRODUCTION AND TEST EQUIPMENT, ELECTRONICS COMPONENTS PRODUCTION AND TEST EQUIPMENT AND ELECTRONIC COMPONENTS.

A) RATIONALE: THE GOI WILL CONTINUE TO GIVE THE HIGHEST PRIORITY TO EXPANSION OF EXPORT AND DEFENSE ORIENTED INDUSTRIES WITH EMPHASIS ON ELECTRONICS AND RELATED PRODUCTS. OUR OBJECTIVE IS TO MAINTAIN AND EVEN INCREASE THE ALREADY MAJOR U.S. SHARE OF THIS MARKET. SINCE THE LAST MAJOR PROMOTION IN THIS TARGET INDUSTRY WAS A SOLO EXHIBITION IN 1972, ANOTHER SIMILAR MAJOR EFFORT SHOULD BE UNDERTAKEN.

B) TECHNOLOGY '79, TEL AVIV INTERNATIONAL TRADE SHOW.

C) JUNE 1979. TECHNOLOGY IS A BIENNIAL "BUSINESS ONLY" SHOW THAT USUALLY TAKES PLACE BETWEEN THE END OF MAY AND MID-JUNE.

D) A MARKET RESEARCH IS CURRENTLY UNDERWAY WHICH SHOULD BE READY BY MID-OCTOBER 1977.

4. AVIATION AND AVIONICS EQUIPMENT

A) RATIONALE: ISRAEL HAS NO MASTER PLAN FOR UPGRADING ITS AIRPORTS OR AIR NAVIGATION FACILITIES. HOWEVER, THE EXPECTED INCREASE IN AIR TRAVEL DURING THE NEXT FEW YEARS REQUIRES EXPANSION AND MODERNIZATION OF FACILITIES AT BEN GRURION AND EARLY PLANNING FOR TWO ADDITIONAL INTERNATIONAL AIRPORTS. NEARLY \$15 MILLION MAY BE INVESTED ANNUALLY IN CARRYING OUT THESE PLANS. ALSO, THE POTENTIAL FOR SALES OF EQUIPMENT AND COMPONENTS TO ISRAEL AIRCRAFT INDUSTRIES, ONE OF ISRAEL'S LARGEST INDUSTRIAL UNCLASSIFIED

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ENTERPRISES AND SOLE DOMESTIC MANUFACTURER OF AIRCRAFT, REMAINS STRONG.

B) SHOW & SELL TRADE MISSION

C) FIRST PART OF SEPTEMBER 1979 IN ORDER NOT TO CONFLICT WITH HIGH HOLIDAYS WHICH BEGIN SEPTEMBER 22, 1979 AND CONTINUE INTERMITTENTLY THROUGH MID-OCTOBER.

D) AN UPDATE WILL BE NEEDED OF THE AVIONICS AND AVIATION SUPPORT EQUIPMENT MARKET SURVEY COMPLETED AUGUST, 1974.
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